computer programs configured to cause methods as disclosed herein (see, for example, process **200** and/or the like).

[0048] Without in any way limiting the scope, interpretation, or application of the claims appearing below, a technical effect of one or more of the example embodiments disclosed herein is providing more precise location information to a navigation information server.

[0049] If desired, the different functions discussed herein may be performed in a different order and/or concurrently with each other. Furthermore, if desired, one or more of the above-described functions may be optional or may be combined. Although various aspects of the invention are set out in the independent claims, other aspects of the invention comprise other combinations of features from the described embodiments and/or the dependent claims with the features of the independent claims, and not solely the combinations explicitly set out in the claims. It is also noted herein that while the above describes example embodiments, these descriptions should not be viewed in a limiting sense. Rather, there are several variations and modifications that may be made without departing from the scope of the present invention as defined in the appended claims. Other embodiments may be within the scope of the following claims. The term "based on" includes "based on at least."

What is claimed:

1. A method comprising:

receiving, at a user equipment, an indication representative of a selection of a near field communication tag;

determining, at the user equipment, an event assigned to the selected near field communication tag;

determining a location corresponding to when the selection occurred; and

sending, by the user equipment, a message including the event and the determined location.

2. The method of claim **1**, wherein the indication represents a radio frequency signal carrying an identifier for the near field communication tag.

3. The method of claim **1**, wherein the user equipment further comprises an application that programmatically sends the message without requiring user access to the application.

4. The method of claim **3**, wherein the application is at least one of always on and running in a background mode.

5. The method of claim **1**, wherein the near field communication tag is preconfigured to represent the event.

6. The method of claim **1**, wherein the event comprises at least one of a road hazard, a traffic condition, and a mapping error.

7. The method of claim **1**, wherein the near field communication tag comprises an active near field communication tag including a switch to enable selection.

8. The method of claim **1**, wherein the near field communication tag may be removably affixed to at least one of a dashboard or a steering wheel.

9. The method of claim **1**, wherein the sending further comprises:

sending the message to a server, wherein the server aggregates traffic information from a plurality of user equipment and sends navigation information including alerts to a plurality of user equipment.

10. An apparatus comprising:

at least one processor; and

at least one memory including computer program code, the at least one processor, the at least one memory, and the computer program code configured to cause the apparatus to at least:

receive, at the apparatus, an indication representative of a selection of a near field communication tag;

determine, at the apparatus, an event assigned to the selected near field communication tag;

determine a location corresponding to when the selection occurred; and

send, by the apparatus, a message including the event and the determined location.

11. The apparatus of claim **10**, wherein the indication represents a radio frequency signal carrying an identifier for the near field communication tag.

12. The apparatus of claim **10**, wherein the apparatus further includes an application that programmatically sends the message without requiring user access to the application.

13. The apparatus of claim **12**, wherein the application is at least one of always on and running in a background mode.

14. The apparatus of claim **10**, wherein the near field communication tag is preconfigured to represent the event.

15. The apparatus of claim **10**, wherein the event comprises at least one of a road hazard, a traffic condition, and a mapping error.

16. The apparatus of claim **10**, wherein the near field communication tag comprises an active near field communication tag including a switch to enable selection.

17. The apparatus of claim **10**, wherein the near field communication tag may be removably affixed to at least one of a dashboard or a steering wheel.

18. The apparatus of claim **10**, wherein the apparatus is further configured to at least send the message to a server, wherein the server aggregates traffic information from a plurality of apparatus and sends navigation information including alerts to a plurality of apparatus.

19. A non-transitory computer-readable storage medium including code which when executed by at least one processor cause operations comprising:

receiving an indication representative of a selection of a near field communication tag;

determining an event assigned to the selected near field communication tag;

determining a location corresponding to when the selection occurred; and

sending a message including the event and the determined location.

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